



Bell
Integration
Ambitious Transformation

G-Cloud 15 –
Bell Integration
Intelligent Customer
Experience (CX) Services



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Transforming Customer and Employee Engagement

AI now plays a decisive role in how organisations deliver customer and employee experiences. When applied effectively, it enables faster and more consistent interactions, reduces customer effort, improves resolution rates, and improves service effectiveness.

Bell Integration delivers Intelligent Customer Experience (CX) Services that translate AI capability into dependable, real-world performance. We embed intelligence directly into customer and employee service operations, enhancing service quality, empowering agents, and delivering measurable business outcomes.

Our services span the full CX lifecycle, from strategy and implementation to training and managed support services. This end-to-end ownership ensures solutions are deployed successfully and evolve in line with changing business needs.

Our CX services are underpinned by NiCE CXone Mpower, a cloud-native SaaS platform designed for AI-driven customer engagement. The platform brings together omnichannel engagement, intelligent automation, agent assistance, analytics, workforce engagement, and knowledge management within a single integrated environment.

As a NiCE Certified Implementation Partner, Bell Integration ensures CXone Mpower is implemented effectively, fully supported, and configured to deliver sustained value across customer and employee experiences.

Empowering every interaction with AI-driven intelligence.





The Value Delivered by Bell Integration's **Intelligent** CX Services

Bell Integration's Intelligent Customer Experience Services help organisations apply AI within customer and employee service operations with confidence and control. By combining proven delivery approaches, flexible support models, and optional managed services, we enable organisations to realise value from intelligent CX platforms while reducing operational risk and sustaining service performance over time.

Key value delivered includes:

Faster time to value

Proven delivery methods and deep expertise in NiCE CXone Mpower accelerate implementation and enable service teams to realise benefits sooner.

Reduced delivery and operational risk

Structured delivery, controlled change, and clear operating models reduce risks such as inconsistent configuration, poor adoption, and service disruption.

Improved service performance and efficiency

AI capabilities are applied pragmatically to support faster resolution, reduced customer effort, and improved agent productivity across service operations.

Consistent service delivery across channels

Standardised configurations, shared knowledge, and intelligent automation enable consistent customer and employee experiences across channels and teams.

Scalable service platforms

Intelligent CX solutions are designed, supported, and operated to scale with demand without increasing operational complexity or risk.

Sustained value over time

Ongoing support and managed services ensure intelligent CX capabilities remain reliable, effective, and aligned with evolving service and business requirements.

Together, these outcomes help organisations improve service quality, reduce risk, and realise sustained value from intelligent customer experience investments.

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Intelligent Customer Experience Service Offerings

Bell Integration provides Intelligent Customer Experience (CX) services¹ that help organisations apply AI within customer and employee service operations with confidence and control. Services span the full lifecycle from delivery through to ongoing support and managed operations.

Services are delivered across three distinct service areas: **Delivery Services, Support Services, and Managed Services**. This structure provides flexibility, allowing organisations to select the level of engagement and operational ownership that best aligns with service maturity, operational priorities, and internal capability.

All services are delivered by accredited NICE CXone engineers, supported by specialist platform and vendor expertise where required.

Delivery Services

Delivery Services focus on implementing production-ready Intelligent CX capabilities within customer and employee service operations. The emphasis is on practical configuration, adoption, and operational readiness to support day-to-day service delivery.

CX Strategy and Advisory

CX Strategy and Advisory services help organisations define how Intelligent CX capabilities should be applied within their service environment. The focus is on translating business and service objectives into a governed, AI-enabled CX approach aligned to operational reality.

This includes:

- Defining the role of AI within customer and employee service operations.
- Aligning CX goals to measurable operational and experience outcomes.
- Identifying priority use cases for AI and automation within CXone.
- Establishing governance, success measures, and adoption approaches.

¹ If any technology is required as part of these services, the Customer shall be responsible for purchasing such technology directly from the respective technology provider.



Implementation and Configuration

Implementation and Configuration services enable AI-enabled CX capabilities to operate for day-to-day service delivery. The emphasis is on delivering scalable, maintainable configurations that align to service workflows, operating models, and performance requirements.

This includes:

- Configuration of omnichannel engagement and routing.
- Deployment of AI-driven automation and agent assistance.
- Integration of analytics, workforce engagement, and knowledge capabilities.
- Validation, testing, and production readiness.

Training and Enablement

Training and Enablement services focus on preparing customer contact service teams to use AI-enabled CX capabilities effectively in day-to-day operations. The emphasis is on building confidence, practical capability, and consistent ways of working to support adoption and operational readiness.

This includes:

- Role-based training for customer contact service teams.
- Hands-on operational and platform training.
- Capability transfer into service teams.





Support Services

Support Services provide ongoing assistance for Intelligent CX platforms operating in live environments. These services are designed for organisations that retain day-to-day operational ownership but require access to specialist support and assurance.

Flexible Support Options

Support is available at multiple service levels to align with service criticality and availability requirements. Options include full 24x7x365 coverage or standard business-hours support (08:30–17:30, Monday to Friday, excluding Bank Holidays).

Customer Service Desk and Incident Management

Bell Integration's Service Desk operates 24x7x365, providing access to skilled engineers experienced in NiCE CXone environments. Incidents are managed in line with agreed Service Level Agreements (SLAs) and can be logged via phone, email, or online channels. For major incidents, Bell Integration provides root cause analysis and a clear summary of resolution and preventative actions.

Managed Services

Managed Services provide a fully managed operating model for Intelligent CX platforms. They are designed for organisations that want Bell Integration to take responsibility for the stability, performance, and ongoing optimisation of AI-enabled customer and employee service operations.

Proactive Service Management

Managed Services focus on maintaining predictable and stable service performance over time. Structured governance includes Monthly Service Reviews (MSRs) and Quarterly Business Reviews (QBRs), providing visibility into service performance, platform changes, and optimisation opportunities.

Continuous Optimisation and Operational Assurance

Managed Services support the ongoing evolution of CXone Mpower through proactive monitoring, configuration optimisation, and controlled change. This ensures intelligent CX capabilities remain effective, aligned with service objectives, and responsive to changing demand.





Why Bell Integration?

As a trusted NiCE Certified Implementation Partner, Bell Integration provides end-to-end ownership for the delivery, support, and operation of AI-enabled customer experience solutions using NiCE CXone Mpower.

We accelerate time to value through proven delivery approaches, deep platform expertise, and a strong focus on service readiness and operational control. This reduces implementation risk, supports consistent adoption, and enables a smooth transition into business-as-usual service operations.

Our Support Services and Managed Services extend beyond go-live, providing ongoing operational assurance, proactive service management, and continuous optimisation.

Organisations can select the level of operational ownership that best fits their needs, while ensuring CX platforms remain stable, secure, and effective over time.

With extensive experience delivering enterprise-scale CX transformations, Bell Integration helps organisations apply AI technologies safely and pragmatically to improve efficiency, service quality, and satisfaction for both customers and employees.

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About Bell Integration

Bell is a privately owned, and truly vendor independent organisation, our people are dedicated to helping our customers reduce cost and risk, while improving agility and the service our customers IT teams provide to their end user stakeholders.

For 30 years, Bell's market-leading technology consultation and managed services have enabled organisations to transform their IT capabilities and elevate their business productivity and cost efficiency.

We are trusted by many global Fin-techs, Telco's, government and public sector organisations, our customers depend on us to ensure their IT services and infrastructure are always available, scalable, sustainable, secure and resilient.

Bell is at the forefront of helping companies drive down operating costs and improve their ability to engage with their own customers, either by supporting the growth of their channels to market, or by aiding their responsiveness and service quality.

Head-quartered in the UK and employing over 1000 people across the globe.

What we do

Providing the catalyst for transformation, innovation and growth needed to accelerate positive impact across your business.

From embracing AI, migrating complex application workload and data environments, to adopting and monetising data from IoT solutions; accelerate your journey and mitigate risk to ensure success and change adoption across your business.





Quality Statement

This is to certify that the attached documentation has been produced in accordance with the Bell Microsystems Ltd, trading as Bell Integration, integrated management system risk assessment process and has been approved for release. It has been written in commercial confidence and is copyright protected.

Contact us

With over 30 years of experience and offices across the globe, Bell Integration delivers Data Centre, Cloud and End User services within some of the world's most prestigious customer environments. With capabilities covering technology provision, consulting, project and managed services and asset retirement services, we add value to our customers at several touch points throughout the life-cycle of their IT environments.

See how Bell Integration can help your business succeed. Please contact us on marketing@bell-integration.com or visit www.bell-integration.com.

